

Marketing

3M Canada Inc. uses teleconferencing to help maintain awareness of customer needs. Head office marketing, sales and technical service people hold regular meetings with field staff across Canada.

IBM Canada Ltd. regularly conducts business meetings between Toronto and Montreal using full-color and motion video facilities. The company finds that even



highly confidential meetings can be teleconferenced successfully when the IBM Encryption System is used to encode the data being transmitted.

Personnel

Job candidates have been interviewed using the Ontario Ministry of Government Services' real-time video facilities between Thunder Bay and Toronto.

Corporate Decision Making/ Finance

For Royal Trust executives, managers and staff in Toronto, Montreal, Calgary and Vancouver, teleconferencing has become a regular practice for problem solving, decision making, information exchange and policy development. Investments Division executives teleconference as often as three times per week.

Production

Polysar Ltd. uses teleconferencing between corporate headquarters and petrochemical plants to co-ordinate and plan production, sales and technical support.

Research and Development

Engineers at Ford Motor Co. (U.S.A.) use audio teleconferencing and slow scan between the U.S.A., Germany and England to work out design problems.



Administration

Senior executives in Ontario's Ministries of Transportation and Communications, Northern Affairs, and Environment use teleconferencing to administer their regional programs.

Medicine

Sunnybrook Hospital in Toronto uses audio conferencing and slow scan for delivery of health care to sites in Northern Ontario.

Teleconference Your Next Meeting!

The Ontario Government has created a Task Force to help us all get the most out of teleconferencing. Want more information? Contact:

TEMP Teleconferencing Task Force
1201 Wilson Ave., East Building
Downsview, Ontario M3M 1J8
(416) 248-3567



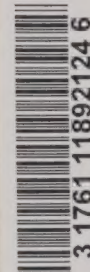
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Transportation and
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Ministry of
Energy

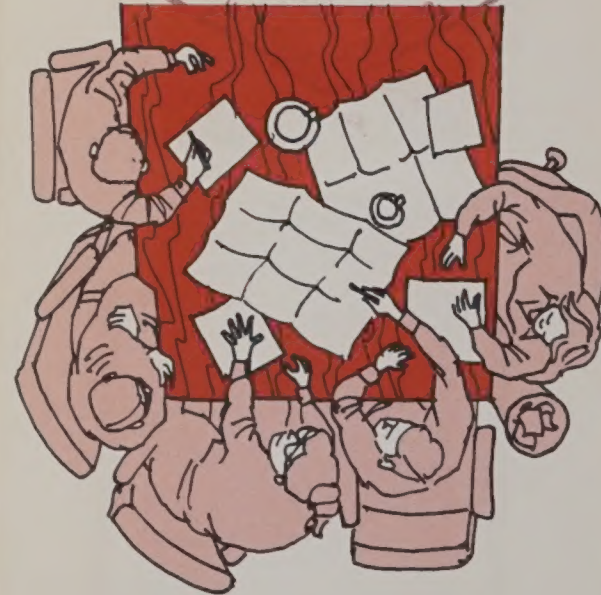
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Teleconferencing: The Problem Solver.



What Is Teleconferencing?

Teleconferencing is the modern, convenient approach to business meetings. Using existing technology, individuals or groups at separate locations can "meet" without the expense of time-consuming travel. Teleconferencing saves time, money, and energy.

Modern telecommunication is a fast, effective alternative to most face-to-face meetings. No doubt some "in-person" meetings will always be necessary, but teleconferencing can make it possible for all of us to be home more often.



Benefits—Costs Savings, Improved Communications.

Teleconferencing is economical and flexible. You can afford more frequent meetings with branch offices across the country. With teleconferencing, people who would normally not travel, may participate, contributing ideas and expertise. You will stretch your travel budget.

If specialized knowledge is required, as so often happens, experts can be brought in to address specific problems. (When you think about it, the "expert" on any subject is as close as your telephone!)

Increased Productivity

Travel time is wasted time. People sitting on airplanes or in cars are not productive. Teleconferencing eliminates unnecessary travel, lowers costs and keeps people on the job.

Conserved Energy

In Canada, travel to business meetings accounts for 6% of all automobile travel and 51% of all air travel. That's over 3.5 billion litres of fuel a year!

Teleconferencing can reduce corporate travel to meetings by 50%. That is a huge cut in our energy bill.

A System For Your Particular Needs

There is a wide range of systems and options to best suit your teleconferencing needs. Voice Teleconferencing, for example, is uncomplicated, inexpensive and can reduce travelling requirements by a full 40%! Video conferencing can reduce travel by an additional 10%.

Voice

Voice teleconferencing allows you to involve multiple locations in one meeting. You may wish to use the conference operator, your own private bridge or a special teleconferencing network to link three or more locations.

For groups in any location, there is a variety of options to allow everyone to participate, from speakerphones which can handle three or more people to specially wired boardrooms that can accommodate up to forty participants.

Visual Support

There are various systems now available to supplement verbal communication: facsimile to send documents; electronic graphics to send drawings; and slow-scan video for any still photographs of participants, objects, or charts.

Real-Time Video

Sometimes, you just have to watch their faces! In these cases, full motion video is available. It's basically like two-way television. And, yes, it's costly. But it's usually comparable to having one person make a 'round trip' between the cities involved.

Applications

Anywhere you have a meeting you can have a teleconference. It can be used in virtually every industry function – problem solving, information exchange, brainstorming and much more.

Who Uses It?

Operations

Air Canada uses teleconferencing every morning to update executives on airline operations.

Education

Memorial University, Newfoundland, uses its teleconferencing network for 200 hours each month for teaching and administration.

